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www.springerlink.com/index/-e51kv89267m210u0.pdf

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jiad.org/article5

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linkinghub.elsevier.com/retrieve/pii/-S0950584905002004

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www.ntcresearch.org/pdf-rpts/-Bref0605/S02-AC23-05e.pdf

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directmag.com/roi/predict-behavior--customer-roi-0225/

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searchcrm.techttarget.com/news/.../-Model-modelers-in-predictive-churn

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www.predictiveanalyticsworld.com/dc/-2009/agenda.php

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